

# Manoeuvre

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## Foreword

The lifestyle and health magazine that entails with the compromises of the common world man due to the self-styled crooks that engulf the mind of “purity” stricken people.

Published by Divine Publishers lead by Dr Vidushi Dewan

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Dr Vidushi Dewan

# Photosynthesis

A process used by plants and other organisms to convert light energy into chemical energy that can later be released to fuel the organisms activities ( energy transformation )

This chemical energy is stored in carbohydrates molecules , such as sugars which are synthesised from CO<sub>2</sub> and water . In most cases, oxygen is also released as a waste product. Most plants , most algae , cyanobacteria perform photosynthesis, such organisms are called autotrophs.

Energy from light is absorbed by proteins called reaction centres that contain green chlorophyll pigments. In plants, these proteins are held inside organelles called chloroplasts that are most abundant in leaf cells , while in bacteria they are embedded in the plasma membrane.

By-products are Nicotinamide adenine dinucleotide phosphate (NADPH) and adenosine triphosphate (ATP) the 'energy unit' of cells.

# Metabolism

It is a set of life-sustaining chemical transformation within the cells of organisms. The three main purposes of metabolism are conversion of food / fuel to building blocks for proteins , lipids, nucleic acids and some carbohydrates , with elimination of nitrogenous wastes.

Metabolism is usually divided into 2 categories. Catabolism is breaking down of glucose to pyruvate by cellular respiration, and Anabolism ( building up of components of cells), such as proteins and nucleic acids.

The chemical reactions of metabolism are organised into metabolic pathways. ( that are carried out by enzymes) .

Enzymes are crucial to metabolism , they act as catalysts that allows fast reactions , also regulation of metabolic pathways.

Co-enzymes are essential too.

Eg. Adenosine Triphosphate(ATP) is the universal energy unit of cells.

ATP is continuously regenerated in the body.

# Communication

Effective communication skills form the nucleus around which all successful human relationships revolve. Human behaviour and social relationships are infact, an outcome of the process of communication which takes place almost all time . This could be verbal or non-verbal.

Man possesses the ability to communicate which is much more than a mere composition of certain physical attributes , such as vocal folds, articulators etc. He has the ability to symbolise or to understand concepts in terms of images or symbols.

Signs are physical that can be perceived by our senses, its connotation is based on our perception.

The process of communication is two-fold . The first phase commences when the sender encodes his message and transmits it to the receiver. The second phase begins when the receiver decodes the message in accordance with his own frame of reference, encodes it and formulates it in response when the message reaches the speaker and he decodes in accordance with his own frame of reference , we can say that entire loop of communication is complete.

Communication is a two-way process, it requires and even necessitates understanding and proper feedback from the co-communicator to be labeled as effective , else it is a mere farce.



So, we need sender/ speaker/ encoder and receiver / listener/ decoder.

In between, we have message to be transmitted and a medium / channel through which it is to be sent forth. Each individual has different perception.

Barriers to communication, can be overcome by effective thinking, feedback, clarification of ideas, credibility.

Effective listening is a part of communication, it could be Passive listening or Active listening.

# Fundamental Rights

Fundamental rights are those basic conditions which are considered essential to be provided to a person for his all-round development . These rights are justiciable ie, any violation of these rights can be questioned in a court of law of the land. These rights are incorporated in the constitution.

Right to equality

Right to freedom

Right against exploitation

Right to freedom of religion

Cultural and educational rights

Right to constitutional remedies

## Child Mortality Rate

Child mortality, also known as under-5 mortality or child death, refers to the death of children under five or between the age of one month to four years depending on the definition.

Many deaths in developing countries go unreported since many poor families cannot afford to register their babies in Government registry. A child's death is emotionally hard on parents.

The leading causes of death in children under five include-

Pneumonia

Preterm birth

Diarrhoea

Malaria

Malnutrition

Two-thirds of child deaths are preventable.

Most of the children who die each year could be saved by measures such as vaccines, antibiotics, nutrient supplements, oral rehydration therapy.

Simple behavioural changes like handwashing with soap can reduce respiratory and diarrheal illness.

The child survival rate of nations varies with factors such as fertility rate and income distribution.

## Abuse of Pharma

Pharmaceutical industry discovers, develops, produces and markets drugs, or pharmaceutical drugs, for use as medications.

Pharmaceutical companies may deal in generic or brand medications and medical devices . They are subject to a variety of laws and regulations that govern the patenting, testing , safety and efficacy and marketing of drugs.

The mode of pharma medicines could be intravenous, intramuscular , oral or subdermal.

Research and Development

Drug discovery

Drug development

Marketing, sales and distribution

Contract Research Organisations(CRO)  
manage drug development

Some clinical trials conducted or funded by pharmaceutical companies may report only positive results for the preferred medication.

Drug researchers not directly employed by the pharmaceutical companies often look for company grants.

Sponsored researchers are rewarded by drug companies.

Product approval

Food and Drug Administration(FDA)

The process generally involves submission of an Investigational New Drug filing with sufficient pre-clinical data to support proceeding our human trials.

Pharmaceutical fraud involves deception which bring financial gain to a pharmaceutical company.

Good Manufacturing Practices(GMP) violation includes label marketing, CME fraud, false claims.

## Non-Performing Asset(NPA)

Credit facility in respect of which interest and/ or installment of principal has remained 'past due' for a specified period of time.

In simple terms, an asset is tagged as non-performing when it ceases to generate income for the lender.

NPA is used by financial institutions that refers to loans that are in jeopardy of default the so-called NPL.

Once the borrower has failed to make interest or principal payments for 90 days the loan is considered to be non-performing asset

Problems caused by NPA



Depositors donot get rightful returns and many times may lose uninsured deposit.

Banks may charge higher interest rates.

Banks shareholders are adversely affected

Liquidity problem in banks.

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